

Graphic Standards Guide

The USG eCampus Marketing Department will oversee design standards for all University System of Georgia (USG) eCampus supported brands, including USG eCore, USG eMajor, and USG FreeCampus. This department is a valuable resource for facilitating and maintaining brand awareness, consistency, and excellence.

Please direct your questions and/or requests for information to:
marketing@ecampus.usg.edu

Additionally, graphic standards information and electronic files are available online at ecampus.usg.edu.

USG eCAMPUS UMBRELLA

MASTER BRAND



SUB-BRANDS



INTRODUCTION TO BRANDS

eCampus: As a service unit of the University System of Georgia, we facilitate the development and delivery of high-quality, affordable, and accessible online learning experiences while supporting strategic system-level initiatives to enrich students' lives and enhance the economic, cultural, and social interests of Georgians.

At the heart of eCampus are three sub brands. eCore, eMajor, and FreeCampus each address different aspects of the student journey:

eCore: USG eCore delivers a fully online core curriculum that supplements the offerings of Georgia colleges and universities, making it easier for students to complete general education courses on flexible schedules.

eMajor: Online degrees with careers in mind, USG eMajor allows students to earn a degree 100% online through trusted, accredited institutions. In collaboration with public colleges and universities across the state of Georgia, eMajor programs are designed to provide a flexible, affordable path to graduation.

FreeCampus: USG FreeCampus offers non-credit, zero-cost courses to help students strengthen foundational skills or explore new areas of interest before committing to a formal program.

NAME USAGE

THE USG ACRONYM

The full official name, University System of Georgia, should always be used at its first mention in writing with the USG abbreviation indicated in parentheses, as seen below.

UNIVERSITY SYSTEM OF GEORGIA (USG) ECAMPUS

After the first mention and complete spelling of the name, the acronym may be used alone from then on as "USG eCampus." When used in writing, the "USG" acronym should almost always precede the word "eCampus" except in extremely rare circumstances where

it is assumed that the reader possesses existing knowledge of the organization and can adequately discern it from other similarly named organizations.

CAPITALIZATION RULES

One unifying principle of the USG eCampus family of brands is the existence of the lowercase “e” in the brand wordmarks. When used in writing, the “e” should always be lowercase, with either the “C” or full “CAMPUS” capitalized.



CORRECT WRITTEN FORMATS

University System of Georgia eCampus
University System of Georgia (USG) eCampus
USG eCampus
USG eCAMPUS

INCORRECT WRITTEN FORMATS

Usg Ecampus
Usg e-campus
Usg E-CAMPUS
USG ECAMPUS



CORRECT WRITTEN FORMATS

University System of Georgia eCore
University System of Georgia (USG) eCore
USG eCore
USG eCORE

INCORRECT WRITTEN FORMATS

Usg Ecore
Usg e-core
Usg E-CORE
USG ECORE



CORRECT WRITTEN FORMATS

University System of Georgia FreeCampus
University System of Georgia (USG) FreeCampus
USG FreeCampus
USG FREECAMPUS

INCORRECT WRITTEN FORMATS

Usg freecampus
Usg free-campus
Usg FREE-CAMPUS
USG Freecampus
USG Free Campus

LOGO USAGE

FULL COLOR

The full-color version of the USG eCampus is the preferred version and should be used when printing in full color. The preferred background color for the USG eCampus logo is, and should always be, white. Due to the use of reds and teals, the USG eCampus logo will react unfavorably with blues, greens, reds, and some other colors.

BLACK (ONE COLOR)

The USG eCampus black one-color logo should only be used in one-color printing on white or light colors.



WHITE (ONE COLOR)

The USG eCampus logo should not be printed with the white one-color logo by any third party without express permission from the USG eCampus Marketing Department.

COLOR WITH WHITE TEXT

When the USG eCampus logo must be used with dark colors, set all black characters in the typographic portion of the logo to white for the sake of visibility.



LOGO DOS AND DON'TS

In order to establish and maintain consistent and effective use of each logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

Such misuses will undermine USG eCampus's effort to present a strong, unified image and will alter the perception and meaning of the USG eCampus brand.

Do not disassemble the logo.

Do not resize any portion of the logo separate from the other elements of the logo. Do not move any portion closer to or farther from the other elements.

Do not move the placement of the elements of the logo.

Do not alter the orientation of the logo.

Do not turn to gray scale.

Do not change any of the colors of the logo.

Do not add a drop shadow or stroke.

Do not place over busy backgrounds.

Do not overlap or align visual elements on or close to the logo.

Do not stretch or shrink, horizontal or vertical. Do not twist or curve the logo.

Use full-color logos whenever possible.

Do not alter the opacity, watermarking, or shading.

Do not change the typefaces.

Do not place the logo in a restricting box, shape, or constrained area.

All official USG eCampus, USG eCore, USG FreeCampus and USG eMajor logos and formats are subject to these parameters.



TYPOGRAPHY

The consistent use of typography helps to establish the USG eCampus visual identity. The typefaces chosen here were selected for their readability, their display properties, and for their versatility.

These typefaces are to be used in USG eCampus publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the USG eCampus brand and its supported brands while promoting a professional, cohesive look in all communications.

PRIMARY TYPEFACES

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Condensed Book

Gotham Condensed Italic

Gotham Condensed Medium

Gotham Condensed Medium Italic

Gotham Condensed Bold

Gotham Condensed Bold Italic

ALTERNATE TYPEFACES

Aptos Narrow Regular

Aptos Narrow Italic

Aptos Narrow Bold

Aptos Narrow Bold Italic

ACCEPTABLE SERIF TYPEFACES

Garamond

Garamond Italic

WEB TYPEFACES

Oswald Regular

Oswald Bold

Open Sans Regular

Open Sans Bold

Open Sans Italic

Open Sans Bold Italic

Inter Regular

Inter Bold

Inter Italic

Inter Bold Italic

COLOR PALETTE

The official colors of USG eCampus help keep a cohesive visual identity. The color palette has been updated for both accessibility and brand cohesion. The primary colors used across all sub-brands enhances brand recognition while the addition of value shades ensures accessibility compliance across digital spaces. Please use the color contrast chart on the next page to ensure text accessibility compliance.

PRIMARY COLORS



CMYK 9, 20, 85, 0
RGB 39, 69, 66
HEX 274542



CMYK 21, 0, 51, 25
RGB 150, 190, 93
HEX 96be5d



CMYK 3, 42, 0, 50
RGB 124, 74, 128
HEX 7c4a80



CMYK 57, 20, 0, 17
RGB 91, 169, 211
HEX 5ba9d3

ACCESSIBLE COLOR USAGE

The chart below indicates text/background color combinations that meet the WCAG AA accessibility standards for color contrast. Please only use the approved color combinations for any digital designs.

Black #000000

White #FFFFFF

Teal 4 #274542

Teal 3 #346761

Teal 2 #69BBAC

Teal 1 #DBEFEB

Green 4 #354523

Green 3 #49642E

Green 2 #96BE5D

Green 1 #E8F2D8

Purple 4 #543756

Purple 3 #7D4A81

Purple 2 #AC6FAF

Purple 1 #ECDEEE

Blue 4 #21455D

Blue 3 #266085

Blue 2 #5BAAD4

Blue 1 #E7F2F7

Background \ Text	Black #000000	White #FFFFFF	Teal 4 #274542	Teal 3 #346761	Teal 2 #69BBAC	Teal 1 #DBEFEB	Green 4 #354523	Green 3 #49642E	Green 2 #96BE5D	Green 1 #E8F2D8	Purple 4 #543756	Purple 3 #7D4A81	Purple 2 #AC6FAF	Purple 1 #ECDEEE	Blue 4 #21455D	Blue 3 #266085	Blue 2 #5BAAD4	Blue 1 #E7F2F7
Black #000000		Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ
White #FFFFFF	Ⓔ		Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ		
Teal 4 #274542		Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ				Ⓔ				Ⓔ
Teal 3 #346761		Ⓔ				Ⓔ				Ⓔ				Ⓔ				Ⓔ
Teal 2 #69BBAC	Ⓔ		Ⓔ				Ⓔ				Ⓔ							
Teal 1 #DBEFEB	Ⓔ		Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ		
Green 4 #354523		Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ				Ⓔ				Ⓔ
Green 3 #49642E		Ⓔ				Ⓔ				Ⓔ				Ⓔ				Ⓔ
Green 2 #96BE5D	Ⓔ		Ⓔ				Ⓔ				Ⓔ				Ⓔ			
Green 1 #E8F2D8	Ⓔ		Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ		
Purple 4 #543756		Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ				Ⓔ				Ⓔ
Purple 3 #7D4A81		Ⓔ				Ⓔ				Ⓔ				Ⓔ				Ⓔ
Purple 2 #AC6FAF	Ⓔ																	
Purple 1 #ECDEEE	Ⓔ		Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ		
Blue 4 #21455D		Ⓔ				Ⓔ			Ⓔ	Ⓔ				Ⓔ				Ⓔ
Blue 3 #266085		Ⓔ				Ⓔ				Ⓔ				Ⓔ				Ⓔ
Blue 2 #5BAAD4	Ⓔ																	
Blue 1 #E7F2F7	Ⓔ		Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ			Ⓔ	Ⓔ		